

T-Time Development  
Committee

**Report and Recommendations to  
Town of Eastham Select Board**

November 2021

# Town of Eastham

## T-Time Development Committee

- Karen Strauss, Chair
- Suzanne Bryan, Vice Chair
- Scott Kerry, Clerk
- Andrea Aldana, Member
- Stephanie Fields, Member
- Steve Garran, Member
- W. Davis Hobbs, Member
- Jacqueline O'Rourke, Member
- David Ritchie, Member
- With Support from Town of Eastham Staff
  - Lauren Barker, Economic Development Planner
  - Jacqueline Beebe, Town Administrator
  - Paul Lagg, Community Development Director



T-Time and Town Center Plaza  
would create two **vibrant  
neighborhoods** as a start to a  
**walkable North Eastham**, helping to  
meet current needs, while looking to  
the future.



## How can you design for the future while respecting the past?

Take a bold, creative approach to build lasting impact  
for Eastham.

Respect and honor local architecture, land, wildlife,  
water resources, and people.

Eliminate reliance on non-renewable energy.

# T-Time Development Committee Charge

## Primary Goals:

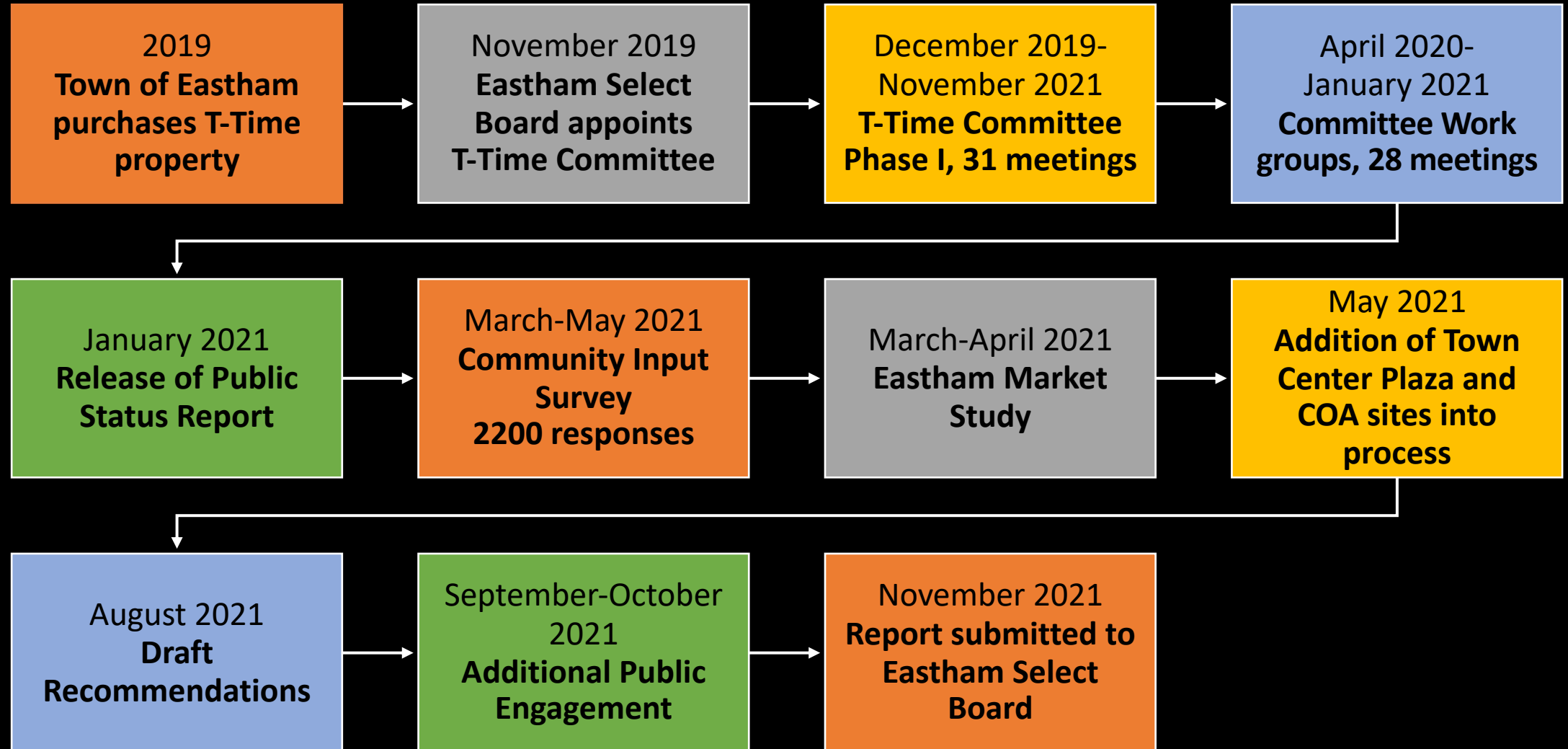
- *The Committee will work to identify the highest and best use of the land and utilize the following criteria (in no particular order) to prioritize its recommendations:*
- Social/community value
- Business value (public/private partnerships)
- Adding vibrancy and aesthetic appeal
- Economic Development
- Infrastructure improvements (traffic, transportation, utilities, wastewater)
- Creativity
- Potential regional partnerships, and
- Consistency with the goals of the town's strategic plan: preserve natural resources, encourage and welcome a diversity of residents, improve the travel experience, foster community spirit, enhance access to public recreational resources and increase the diversity of housing options.

## Responsibilities:

- *The work of the Committee will be in two phases. Phase I will be primarily focused on a process of data gathering, research and analysis to identify and recommend possible options. Phase II will narrow the options and move toward a final recommended plan for the site.*
- *The role of the committee is to:*
- *Solicit, synthesize, and integrate current ideas and planning priorities (such as the new strategic plan data);*
- *Consider current zoning and potential future zoning;*
- *Generate new ideas through research and data gathering;*
- *Consider unmet needs of the community and prioritize;*
- *Study existing land use models from other communities;*
- *Along with town staff, develop recommendations (options) for the Select Board.*

# T-Time Committee Timeline

December 2019-November 2021



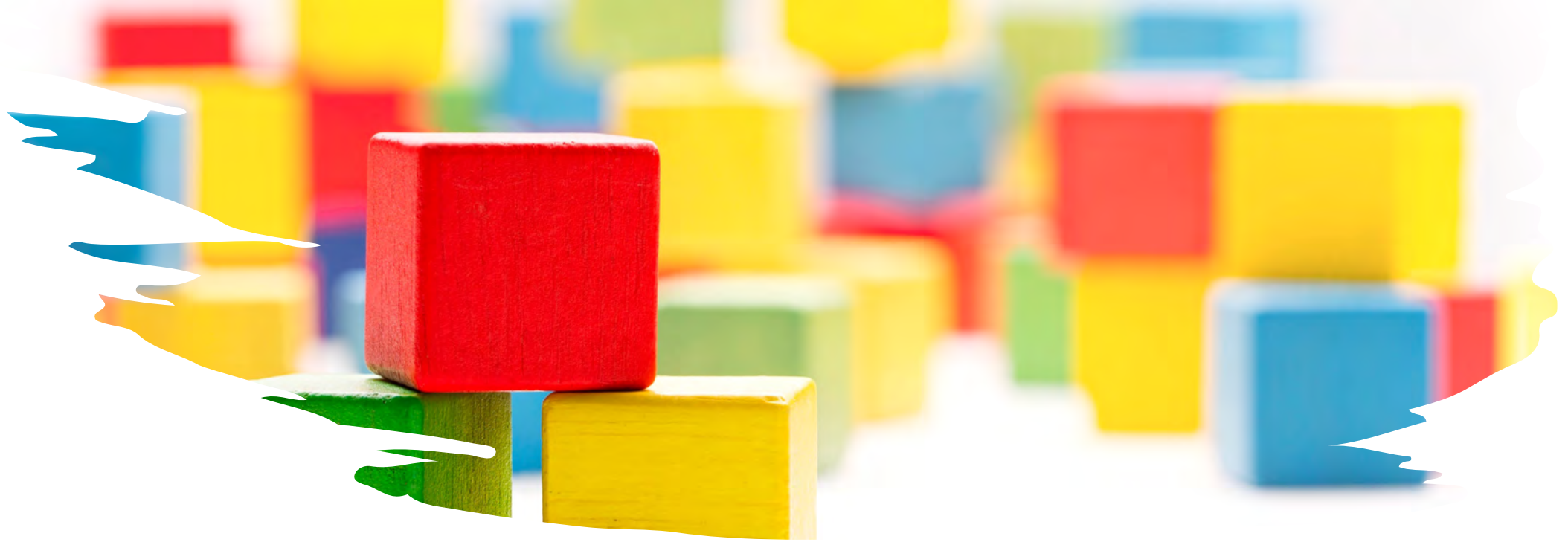
# COMMUNITY ENGAGEMENT ACTIVITIES



The T-Time Committee's community engagement efforts have been substantial and are unprecedented in recent Town history.

- **51 Public** Committee and Work Group Meetings
- **8 Additional Non-Public** Work Group Meetings
- **30 community groups and subject matter experts** engaged through Work Group Meetings
- **2,707 unique visits** to the Eastham T-Time Committee Website
- **22 emails received** via the Eastham T-Time Committee Email Address
- **335 followers** of the Eastham T-Time Committee Facebook Page
- **Reach of 12,174** through Facebook posts and events via T-Time Committee Facebook Page
- **2,200 responses** to the T-Time Community Input Survey (March-May 2021)
- **207 responses** to the "Quick Reaction Poll" designed to gauge community response to the committee's draft recommendations (August-October 2021)
- **148 attendees** and **30 public comments received** via the Public Forum Series, with two virtual forums and one in-person forum hosted (September-October 2021)
- **11 participants** in the 40-and-Under Focus Groups, developed to gather more targeted input from residents 40 years of age and under, who were underrepresented through other community engagement efforts.

\*Community engagement from Dec. 2019 – Nov. 2021.



## T-TIME COMMITTEE USE RECOMMENDATIONS

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The T-Time Development Committee recommends forward thinking mixed-use development across the T-Time and Town Center Plaza properties that prioritizes environmental stewardship while creating opportunities for community building within and across the generations; increasing access to recreational activities for all; increasing access to attainable year-round housing; and supporting existing businesses while also providing opportunities to grow new ones. We envision development that will meet current needs yet be flexible and adaptable as community needs evolve.

# T-Time

*4790 State Highway/Route 6  
(10.86-acres)*

The Committee sees the T-Time site as a community-oriented, multigenerational walkable neighborhood with plenty of green and natural space for gathering, events, and recreation, and year-round attainable housing.



# T-Time

- The T-Time Development Committee recommends that the T-Time property host a mix of uses, with an emphasis on indoor and outdoor recreation for all ages, housing, and a balance of built structures with ample green space for public gathering and both active and passive recreation use.
- Development of T-Time should focus on a **public community center building to accommodate program and activity needs for residents of all ages**, with the Town Recreation Department and Council on Aging serving as the site anchors.
- The committee also recommends **further consideration of cost and feasibility options for a 50-meter public pool** to meet local needs for year-round swim lessons, the NRHS swim team, lap swimming, general recreation, and rehabilitation services.
- Use of the site should include housing with an **emphasis on housing options that meet the needs of individuals earning 80-150% of area median income (AMI)**, and **additional housing consistent with goals outlined in Eastham's Housing Production Plan (2021)**.
- The site should include some form of **pop-up or start-up entrepreneur space, an area for food trucks, or other flex commercial space** in acknowledgement of the lack of affordable commercial brick-and-mortar space.
- The site use and design should reinforce the feel of a **walkable downtown area**, with car-free spaces, and should **retain public access to and from the Cape Cod Rail Trail** at the east of the property.



# Town Center Plaza

4550 State Highway/Route 6  
(3.54-acres)

Town Center Plaza would remain a commercial site, redeveloped as its own walkable neighborhood with year-round attainable housing on top of restaurants and retail businesses. There would be a balance between structures and green/natural space for gathering, along with options for dining outdoors, and entrepreneurial space to help locals get started.

# Town Center Plaza

- The T-Time Committee recommends that the Town Center Plaza property include a mix of uses, with a balance of built structures and green space. The committee recommends that use of the Town Center Plaza property primarily emphasize commercial uses.
- The committee fully supports the Town's commitment to **retain the six current businesses at the Town Center Plaza** through redevelopment activity and recommends that these businesses serve as the foundation of any future plans.
- **Additional retail, restaurant, and entrepreneurial space** is also recommended, with a focus on commercial activity that creates year-round jobs and service opportunities.
- The committee is also recommending **top-of-shop style housing**, with housing units built on top of commercial space. Housing should **emphasize options that meet the needs of individuals earning 80-150% of AMI**, and **additional housing consistent with goals outlined in Eastham's Housing Production Plan (2021)**.
- Like the T-Time property, development of the Town Center Plaza should create the **feel of a walkable downtown**.
- Additionally, the committee is recommending plans include **outdoor dining spaces, improvements to the existing public transit stop at the site, and safe access for pedestrians and bicyclists on and around the property**.



# Council on Aging

1405 Nauset Rd  
(1.99-acres)

- Should the current COA property become available through the Senior Center's relocation to a new Community Center at T-Time, the committee recommends this site be used for housing/residential development.
- Use of the COA site should include **housing consistent with goals outlined in the Town's Housing Production Plan (2021)**.
- It is **also recommended that a public transit stop be added on or very near the site**, in coordination with the Cape Cod Regional Transit Authority (CCRTA).
- Acknowledging the rich history of Eastham's Senior Center, special attention should be given to engaging those who helped build the current Senior Center.



# GUIDING PRINCIPLES FOR DEVELOPMENT

The T-Time Committee developed the following guiding principles based on established local and regional planning goals and the extensive public input received over the last two years. The principles reflect key themes and majority views that should be taken into consideration as the development process proceeds; however, it should be noted that they are not intended to be prescriptive or to constrain future development and construction phases.

# Guiding Principles for All Properties

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The final product of any site use, whether built or natural, should be **aesthetically pleasing and consistent with the “look and feel” of Eastham**. This means that any development should reinforce traditional, village-style design and architectural elements unique to Cape Cod, while remaining in balance with the historically “underdeveloped” character of the town.

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Design must provide for **adequate infrastructure - and consider the impact of this infrastructure on the community and surrounding properties - for transit/transportation, wastewater, broadband, and other utilities**.

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All properties should be developed or redeveloped with a priority focus on environmental stewardship, including **minimizing the use of non-renewable energy sources, with a strong preference for eliminating their use entirely; limiting the amount of newly disturbed land and impervious surfaces; and avoiding adverse impacts to critical natural resources**.

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**Site design should strive for a balance between built and green/natural spaces**, clustering structures on the site where possible, preserving natural buffers to surrounding properties, and allowing ample space for outdoor community gathering places.

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Use of the sites should reinforce Eastham’s commitment to **improve quality of life for a diversity of residents**, including families, youth, and elders.



## T-Time

- Incorporate **mixed-use development** to increase opportunities for a diversity of services, recreation, civic spaces, housing, and job opportunities that support a vibrant village center.
- Create a **walkable, village-style area** with infrastructure and amenities for pedestrians and cyclists.
- Site design should **consider shared access with neighboring properties**, including the Cape Cod Rail Trail which abuts the property to the east.
- Buildings and outdoor space should account for **flexible or multiple uses wherever possible**.

## Town Center Plaza

- Incorporate **mixed-use development** to increase opportunities for a diversity of services, shops, housing, and job opportunities that support a vibrant village center.
- Create a **walkable, village-style area** with infrastructure and amenities for pedestrians and cyclists.
- Site design should **consider shared access with neighboring properties**, including residential and commercial spaces.

## Council on Aging

- Recommendations for the Council on Aging site are outlined in the “uses” section above, and in the guideline principles for all three sites.



# Why These Recommendations

Community and Planning  
Document Support



# Community Center Comments

Public recreation (indoor and outdoor) was the most highly favored use for T-Time, across all community engagement efforts

64% of Community Input Survey respondents said it was important to have a Public Community Center specifically on the T-Time property


72% of Community Input Survey respondents said outdoor gathering and recreation space was important to have on T-Time

Public feedback throughout Phase I favored recreation options that meet the needs of “all ages”

“Underserved” state of our community’s youth was a recurring theme across public input

There is significant unmet need for children/youth and families, specifically in the areas of indoor recreation opportunities, childcare, and medical

- Recreation Department is currently couch surfing, using a variety of town and private facilities, often in ways they were not designed for. NRHS facilities are in constant use and do not have spare slots for town use.
- A community center space would house all indoor programs under one roof, increase program options, expand size and age of participant groups, and eliminate costly fees and coordination. Programs could also be run in any weather conditions.



## Recreation Department Needs

- Small multi-purpose rooms are needed to accommodate programs, craft/arts activities, social groups, counseling, and other options.
- Outdoor programming space is needed for gardening and recreation.
- Improved “flow” of current space is needed to adequately accommodate staff, patrons, and volunteers.
- Costly improvements are needed for current facility to bring building to ADA requirements.
- COA has started its own strategic planning and assessment process to be completed in 2022.



## Council on Aging Needs

# 50-Meter Swimming Pool

- Need for a 50-meter pool to support swim lessons, competitions, lap swimming, rehab, exercise programs, and other recreation was a recurring theme in the Community Input Survey, 40-and-Under Focus Groups, and via individual emails.
- Pool-related feedback focused on the needs for year-round swim resources and swimming as a critical life skill in a region surround by water.
- Ponds and Beaches are not accessible for lessons year-round and are often overcrowded in summer, making them an insufficient option.
- From NRHS Swim Team:
  - The NRHS swim team struggles on an ongoing basis with facilities that do not provide the appropriate conditions for team practices.
  - A pool on the Lower Cape would offer jobs to students in lifeguard safety, "but also help to ensure that our young children are learning safety and improving their abilities to swim."



# Housing Public Input

## General Public Input

- Responses on housing were mixed for T-Time, with 43% of Community Input Survey respondents saying it was “not important” for the site and 39% saying it was important.
- Rental housing above commercial space was highly favored for Town Center Plaza across all input opportunities.
- Housing was also strongly preferred for the COA property
- 57% of Community Input Survey respondents preferred year-round housing at prices that are attainable to Eastham’s local workforce.
- 53% of Community Input Survey respondents preferred housing options appropriate for meeting the needs of Eastham’s seniors and elder population.
- There was a recurring preference for housing that “benefits all” and supports those living and working in Eastham.

## Residents Aged 40-and-Under

- Housing support and rentals are needed specifically for working young adults and families earning too much to qualify for traditional assistance.

# Housing Information

## Eastham 2021 Housing Production Plan

- The ability to retain and attract new residents, particularly young families, remains a priority issue for the Town in the years ahead.
- Census estimates suggest that Eastham lost 201 rental units between 2000 and 2019.
- For this same period of 2000 to 2019, Census estimates show an 8% increase in seasonal housing units and a 5% decrease in year-round units.
- 95% of Eastham's housing units are single-family homes.
- While housing prices had already been increasing at a steady pace, COVID-19 caused a surge in housing demand that drained inventory and pushed prices to unprecedented levels.
- A wider range of affordable housing options is needed, including starter housing for younger households and families, as well as empty nesters looking to downsize.
- The Town's resources for absorbing growth are limited given significant physical and infrastructure constraints.

# Housing Information

## Eastham Market Study

- Workforce is a constraint for industries across the board, and the high cost of living particularly for housing and childcare is a major barrier to attracting employees.
- A shortage of labor and workforce housing could potentially drive businesses out of Eastham or off-Cape. Increasing the supply of workforce housing is a high priority.

## The Village at Nauset Green

- The Committee also noted that the housing at Village at Nauset Green did not include housing above 90% of AMI.

## Advocacy Group Comments

- There is a serious need for studio, 1-bedroom, and 2-bedroom units.

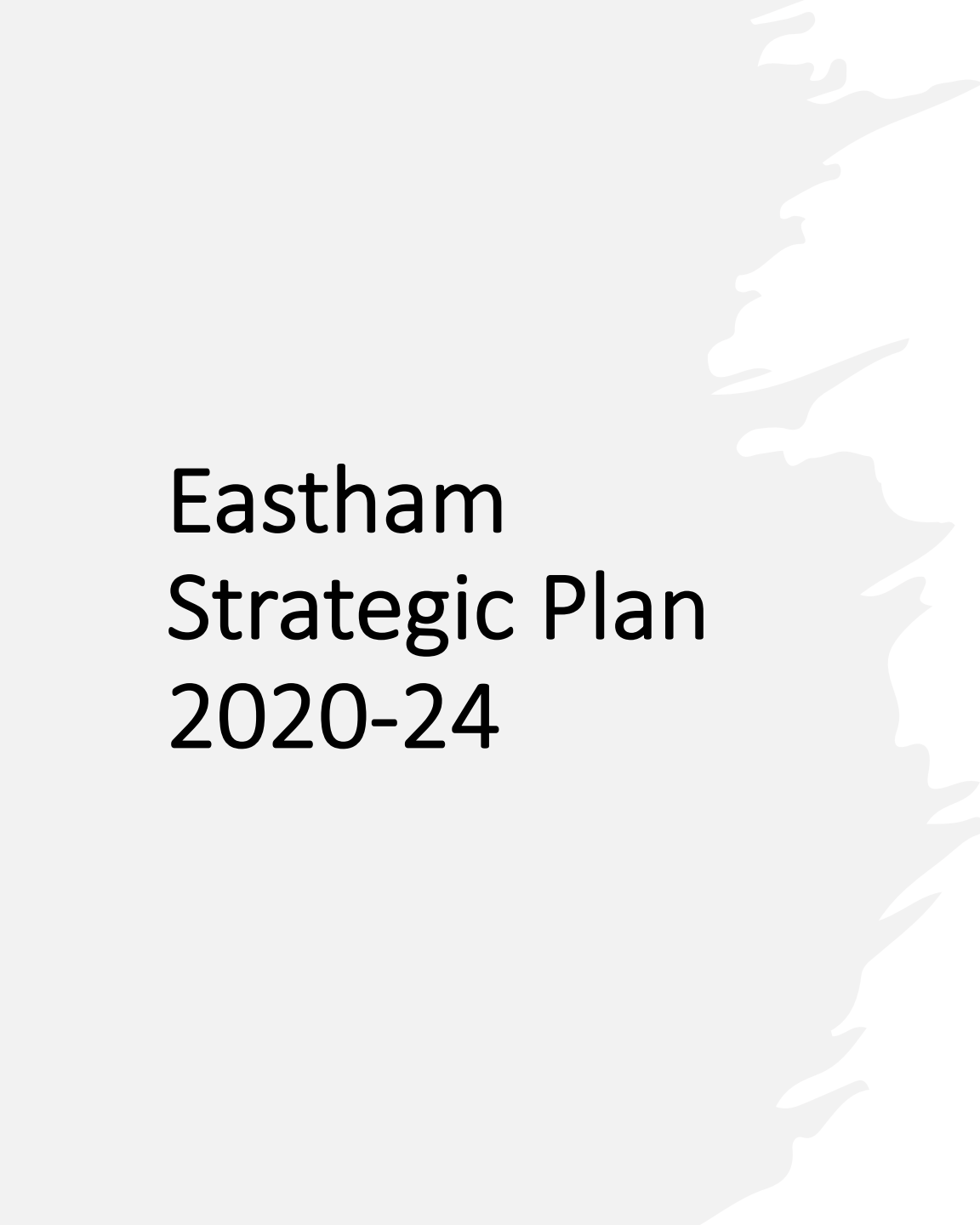
## General Public and 40-and-Under Input

- Desire for a walkable town center was common across all input opportunities and preferred for both T-Time and Town Center Plaza.
- Preference for a mix of uses was also a theme for T-Time and Town Center Plaza
- Desire to incorporate park/open space on all three sites.
- Community members 40-years and under want more “car-free” spaces.
- More spaces needed for “running into” each other, community-building.

## Market Study

- Route 6 frontage and adjacency to the bike path present opportunities for mixed-use that meet commercial and community needs, consistent with Town’s vision for Route 6 improvements and creation of a village center.
- Eastham is a destination for dining and outdoor recreation. Amenities that support and expand Eastham as a hub could encourage business growth.
- There is a lack of quality retail oriented to full-time and seasonal residents.
- Existing “retailers would be more likely to thrive in a walkable town center area, and with events and public realm improvements that highlight their visibility.”

# Mixed-Use Village Center



# Eastham Strategic Plan 2020-24

- Goal 6: “Provide and enhance access to public recreational resources for all people.”
- Strategy 1d: “Reduce municipal use of non-renewable energy sources and increase energy conservation measures...”
- Strategy 2a: “Make suitable land available for affordable housing.”
- Strategy 3a: “Create a new community center for all ages through new construction or reuse of existing facilities.”
- Strategy 3c: “Expand recreational afterschool and other community-wide programs.”

# NEXT STEPS

Should the Eastham Select Board accept the recommendations in this report, the T-Time Committee recommends the following next steps:

- Publish the T-Time Committee's Recommendation Report on the Town website and disseminate the report to local media along with a press release announcing the conclusion of this project phase.
- Proceed with Phase II activities outlined in the T-Time Committee's charge via the "North Eastham Town Center Master Plan" project, which is anticipated to begin in January 2022.
- The Master Plan will address all the items outlined in Phase II of the committee's charge, as well as the infrastructure piece from Phase I.

